



Silicon Valley Auto Show Returns to Santa Clara Convention Center with New Cars, Luxury Vehicles, Classics, Customs, Test Drives, and More

SANTA CLARA, Calif. (January 6, 2026) -- The 2026 [Silicon Valley Auto Show](#) comes to the Santa Clara Convention Center on Friday, January 9 through Sunday, January 11. From the hottest new cars, tricked-out custom rides, sleek EVs, and jaw-dropping classics, this show has it all. See new cars, custom rides, EVs, and classics, talk to experts, and test drive vehicles—all in one hands-on event.

Guests can compare hybrids, plug-in hybrids, EVs, and traditional gas engines to discover what best suits their lifestyle. Attendees can get an up-close look at must-see new model vehicles from **Acura, Cadillac, Chevrolet, Chrysler, Dodge, Ford, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Lucid, Lexus, Mercedes-Benz, Porsche, Ram, Tesla, and Toyota**. Notable vehicles on display include the **Toyota RAV4 prototype, Toyota CH-R prototype, Porsche GT4 RS, Porsche Macan EV, 2026 Jeep Recon, Cadillac IQ, and Fiat 500e Armani Edition**.

"It's all about choices this year," said [Kelley Blue Book Executive Editor Brian Moody](#). "Consumers can pick from a variety of new vehicles such as the new Jeep Cherokee hybrid (500-mile range) and Toyota Camry hybrid (650-mile range). "Even though the taxpayer-funded EV rebate has ended, quality electric cars from brands Cadillac, Lucid, Tesla, and more are still widely available. The Silicon Valley Auto Show is a great place to compare, and test drive these options in a no-pressure setting."

Attendees can also get behind the wheel and test drive a variety of gas, electric, and hybrid vehicles from four brands including **Cadillac, Lucid, Tesla, and Toyota**. Test drives include **all Tesla models (including the Cybertruck), Cadillac Escalade IQ, Optiq, Vistiq, Lyriq**, and more. A custom car collection will feature an array of customized vehicles, distinguished by exceptional paintwork, polished chrome, and notable modifications, presented by Spider Custom Cars.

The Silicon Valley Auto Show is owned and presented by the Silicon Valley Automobile Dealers Association and sponsored by Citizens Equity First Credit Union ([CEFCU](#)), Silicon Valley Power, and Star One Credit Union.

The show will be open to the public Friday, January 9 through Sunday, January 11, at the Santa Clara Convention Center, located at 5001 Great America Parkway, (next to Levi's Stadium) Santa Clara, CA 95054. Show hours are Friday and Saturday from 10 a.m. to 8 pm., and Sunday from 10 a.m. to 6 p.m. Admission to the event is \$17 for adults and \$12 for seniors, military, and children ages 8-12. Children 12 and under are admitted FREE on CEFCU Family Day--Sunday. Purchase tickets online in advance by January 1, 2026, and save \$3. For more information, visit www.svautoshow.com, follow [@svautoshow](https://www.facebook.com/svautoshow) on Facebook and [@svautoshow](https://www.instagram.com/svautoshow) on Instagram.

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